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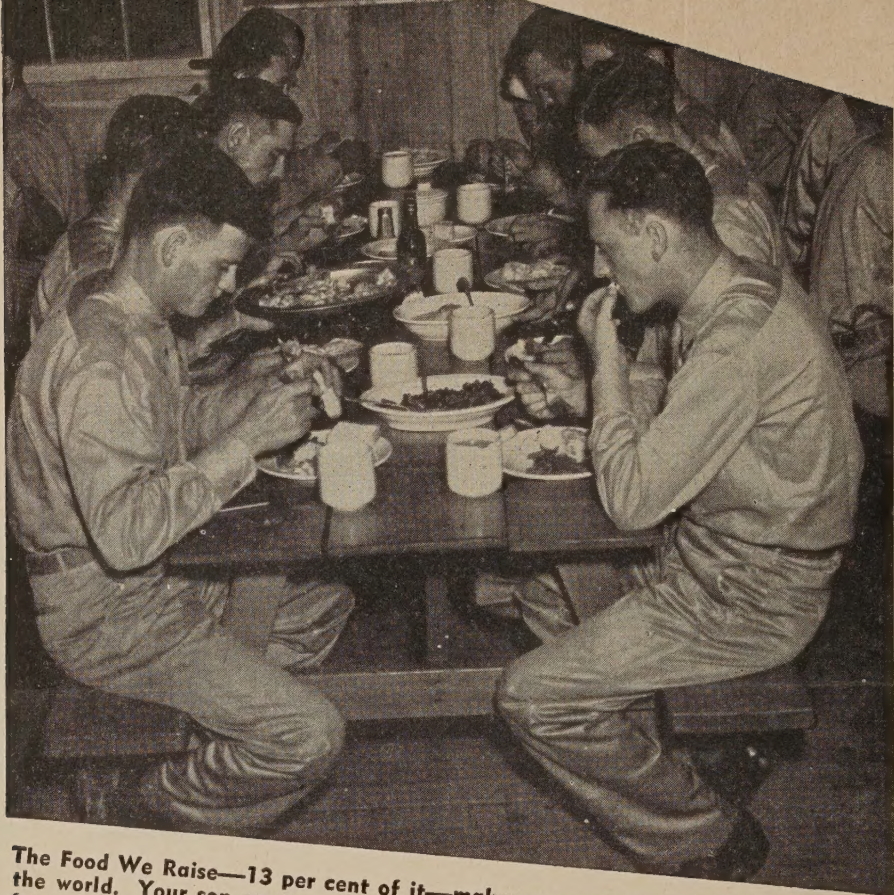
THE FOOD WE RAISE . . .

where does it go?

What is the meaning of this epic struggle to fill the storehouses of democracy? Will there be enough food for all? Then why rationing? What is to happen to the food raised on America's farms in 1943?

With 1,500,000 fewer men and far less farm machinery, farmers this year are asked to raise more food than ever before in all history. Production on the farm as well as in the plane factory must soar to records heights. And the farmer is responding by using more of his muscles, and making more complete use of his mechanical aids.

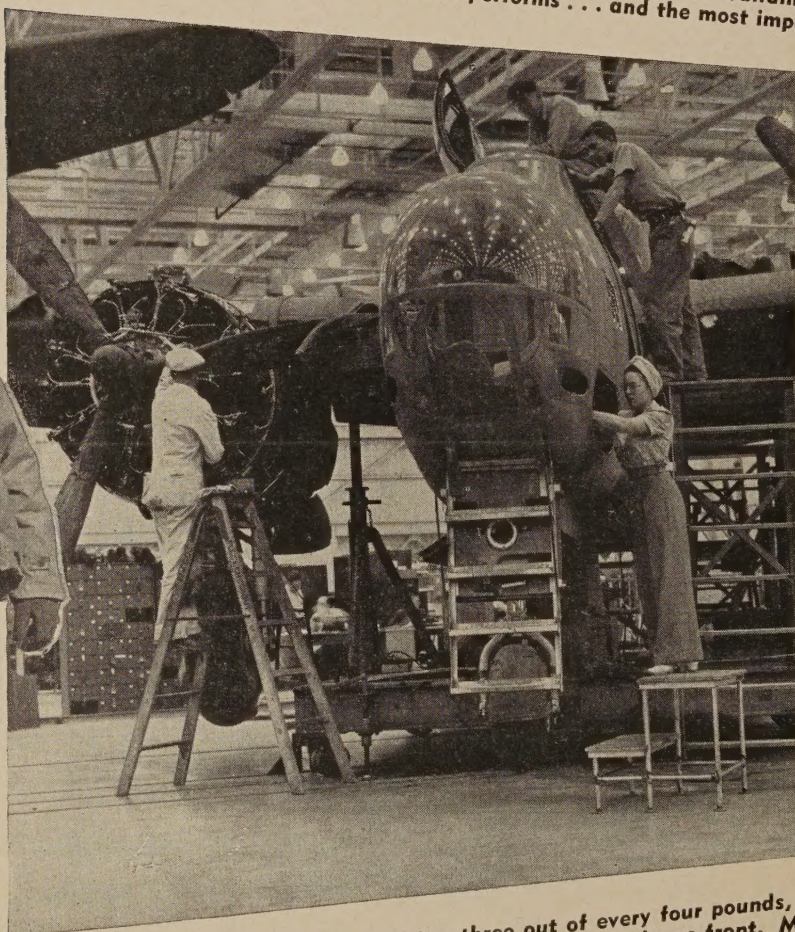
From the cities, men, women and children are responding by the thousands through the United States Crop Corps in this united effort of a nation geared for victory. This nation and its allies need food, and we are providing it by working as one.



The Food We Raise—13 per cent of it—makes our armed forces the best fed in the world. Your son or your neighbor's son fights with the muscle-building food from our farms. This is the first job our food performs . . . and the most important.



The Food across the world to food to



The Food We Raise—75 per cent of it—three out of every four pounds, helps to build strong war workers, in factory and on the farm, who fight on the home front. Men, women, children—

1942 Food Production Sets New Record

In 1942 the United States set a record high in food production. Favored by splendid growing weather, our farm yield was 28 per cent above the average for the years 1935-1939.

Of that bumper crop, about one-eighth went to maintain our soldiers and our sailors as the best fed fighting force in all the world and to keep high the fighting strength and the fighting morale of our allies overseas. From American farms went food to Britain, to the Soviet Union, to China, to wherever it would aid us to crush our enemies.

And yet, farmers did such a magnificent job that, here at home in America, our people ate better in the years 1941 and 1942 than before the war. Civilians at home ate about 10 per cent more food per capita in those years than they averaged from 1935 to 1939.

Americans were well fed, and that is important. For Americans were working harder, working longer hours producing fighting tools for freedom. The nation had the food to keep not only its armed forces and its workers, but its old people, its mothers and its youngsters strong and healthy.

Rationing Is Sharing

But despite our enormous farm production, a food shortage loomed. Incomes were higher. Millions of persons found jobs—new jobs—better jobs at higher wages than they ever enjoyed before. They had more to spend so they spent more for food.

The demand for food was greater than the supply. Something had to be done to prevent people who had the most money from purchasing more than their share of food. And so—rationing!

Rationing is sharing. It is the fair way to insure that all Americans get enough of the proper foods.

The Prospects for 1943

For 1943 we have raised our food production sights once again. We are calling for seven per cent more food than was produced in the record year 1942. If weather conditions are as favorable as they were last year, we should meet our goals. If weather conditions are only average, we should do as well in 1943 as we did in 1942.

What are the prospects for our dinner tables in 1943? How will we distribute the food we raise?

First come our men in arms—at home and abroad. They will continue to be the best fed men in all the world. And America's allies will continue to receive the food they need to sustain them.



The Food We Raise—12 per cent of it—helps to feed our friends across the sea. Hundreds of thousands of our allies eat our food to give them added strength against the common foe.



strong bodies, alert minds, steady nerves, for the millions of our children—there will be plenty of food for all.

About one-fourth of 1943's food crop will be divided among our armed forces and our allies. While both will get much more than in 1942, it is important to note that our allies receive relatively little in relation to what our own tables receive. In January and February we sent Great Britain and the Soviet Union less than one-quarter of an ounce of beef per person per week, three ounces of pork, ham and bacon; three-fifths of an ounce of lamb and mutton, one egg per person per week, and one-quarter of an ounce of butter—in terms of U. S. population.

And Lend-Lease is not all in one direction. Last year our forces received from Australia and New Zealand without payment by us *more beef* than we shipped out to all areas under Lend-Lease.

That food which we do not send our armed forces and our allies will grace our dinner tables here at home—and remember, it will be about 75 per cent of all food raised. Our civilians, working men and women, the aged and the young, will continue to receive ample, healthy, well-balanced diets, the same average consumption per capita as in 1935-39. In fact, millions of Americans will be better fed than in those average years.

Perhaps some few will not fare as well as they did in the lush past, but the average family will eat as well and probably better than from 1935 to 1939.

FOOD CONSUMPTION PER CAPITA

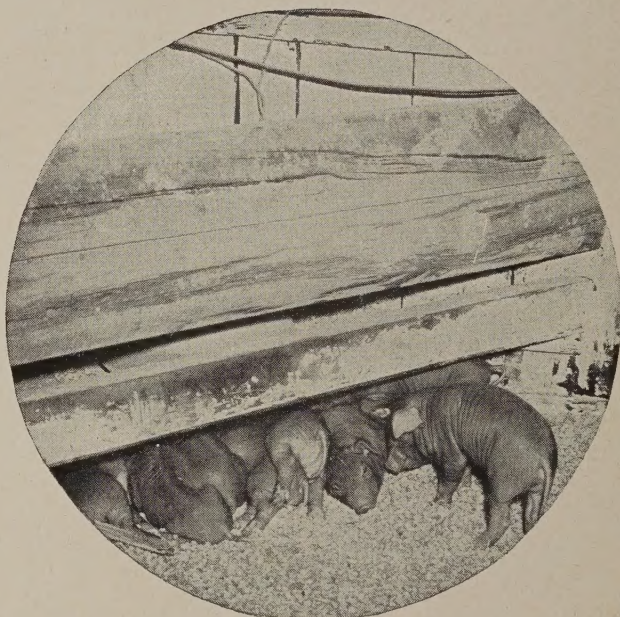
	Meat	Cheese	Fats*	Eggs	Poultry
1943 (est.).....	124 lbs.	5.7 lbs.	46 lbs.	319	32 lbs.
1935-39 (av.)...	126 lbs.	5.6 lbs.	48 lbs.	300	21 lbs.

*Includes fats, oils and butter.

Today, on millions of American farms, modern production methods aid the farmer. Electric milkers, brooders for pigs and chickens, electric motors, electric lights and electric pumps—the power of electricity in numberless ways lends strength and added hours and new skills to the farmer and his wife, to aged, young, and new recruits.

Machine power plus the strength and will of a free people are America's answer to the need for food. Our farmers know that the food they raise will keep our fighting forces fit, will aid our allies to continue fighting, will keep our home folks strong.

They know that as red ration stamps and blue are traded across the counters of our markets, all Americans will be well fed, not alone a fortunate few. Ours, of all nations, can fight a war and continue to keep the health of our people high.



**RURAL ELECTRIFICATION ADMINISTRATION,
U. S. DEPARTMENT OF AGRICULTURE**